PHILIP MORRIS COMPANIES INC. **INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

Privileged and Confidential

To: Michael A. Miles **Date:** April 22, 1993

From: Murray H. Bring

Subject:

I seriously doubt that anyone would ask about "Death" cigarettes, but it is possible that one of the antis could. In that event, I would suggest an answer along the following lines:

"All I know about this product is what I read in a recent article in one of the New York newspapers. It strikes me that this is simply a marketing gimmick, which has even been criticized by a number of health organizations.

"We believe that all smokers should be aware of the risk factors involved in smoking, and that, in fact, they are, in large part because of the Surgeon General's warnings which are placed on every package of cigarettes which we and other responsible cigarette manufacturers sell."

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APR 23 1993

MICHAEL A. MILES

Source: https://www.industrydocuments.ucsf.edu/docs/xpkm0000